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DESERET NEWS
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# Cigarette Promotions On Campuses

DECISION OF THE MAJOR cigarette manufacturing companies to withdraw advertisements from college publications and cease promotion activities on the campuses, is a limited, but significant start toward voluntary reform in tobacco sales programs.

In the face of increasing public pressure, six of the largest cigarette companies decided to desist from persuading college youngsters to take up smoking. In reaching this decision Tobacco Institute officials pointed out the anomalous position in which the manufacturers find themselves by not wanting to be seen bidding for the younger patronage.

They evidently want this new business but cannot afford to further offend the public taste by making obvious overtures to young people. Between 2% and 3% of the industry's annual sales growth comes from young adults and that apparently satisfies the manufacturers.

This welcome reform probably got its start last autumn when LeRoy Collins, president of the National Assn. of Broadcasters, stirred up a hot controversy among his associates with his suggestion that the code be revised to curb cigarette advertising designed to appeal especially to young people. He also criticized severely sports heroes who permit their hero status "to be prostituted" in tobacco advertising.

Cigarette advertisers need some common guidelines, or a focal point from which they can shape new policies. They are highly competitive and therefore hesitant about sitting down and talking over their problems.

If they are actually looking for a code, the British tobacco advertisers have a good one they could adopt. The Independent Television Authority enjoins them from five objectionable types of advertising material:

- Advertisements that greatly overemphasize the pleasure to be derived from smoking cigarettes.
- Advertising that features the conventional heroes of youth.
- Advertising that appeals to pride, social prestige, or manliness.
- Advertisements using a fashionable social setting to support the impression that cigarette smoking is a "go-ahead" habit, or an essential part of the pleasures and excitement of modern living.
- Advertising that strikingly presents romantic situations geared to exaggerating the pleasure of smoking.

THE TOBACCO INDUSTRY'S decision to withdraw advertising and promotions geared especially to teen-agers shows at least in this case, good judgment.

HIGH POINT ENTERPRISE
High Point, N.C.
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# Tobacco Grows Up

A constructive suggestion from George V. Allen, president of the Tobacco Institute, proposes that cigarette advertising be aimed at adults rather than young people.

"In keeping with the position of the industry that smoking is a custom for adults, cigarette advertising should not give a contrary impression," Allen said in a statement at Washington. He suggested that persons featured in such advertising be, and appear to be, adults.

Earlier, tobacco manufacturers had joined in abandoning advertising in collegiate publications, a step in the direction Allen suggests.

Another proposal offered by Mr. Allen would shift similarly the direction of radio and television advertising from youngsters, something he regards preferable to "arbitrary restriction of sponsorship to certain hours of the listening or viewing day." This would appear to take note of—in a purpose of averting in this country—Canadian tobacco manufacturers voluntarily announcing last month they would run no cigarette commercials on radio or television before 9 p.m.

An industry spending almost a quarter of a billion dollars for advertising is engaged in the toughest fight for survival that industry has yet faced. The tobacco manufacturers recognize clearly the problem they face and would appear to be adjusting by facing up to responsibilities and challenge of public health.

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Source: https://www.industrydocuments.ucsf.edu/docs/glyk0000